

CALIFORNIA STATE LIBRARY

LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) FISCAL YEAR 2018/2019

PITCH-AN-IDEA LOCAL GRANT APPLICATION

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information)

Applicant Information

- | | |
|--|---|
| <p>1. Library/Organization
Library Foundation of Los Angeles</p> <p>3. Legal Business Name <i>(must match name registered with Federal Employer Identification Number (FEIN))</i>
Library Foundation of Los Angeles</p> <p>4. Project Coordinator Name
Marc Horton</p> <p>6. Email Address
mhorton@lapl.org</p> <p>8. Mailing Address
1300 N. Avalon Blvd</p> | <p>2. Library's DUNS Number
861166288</p> <p>5. Project Coordinator Title
Children's Librarian II</p> <p>7. Business Phone Number
(310) 834-1082</p> |
|--|---|
- | | | |
|-----------------------------------|----------------------------|-----------------------------|
| <p>City
Wilmington</p> | <p>State
CA</p> | <p>Zip
90744</p> |
|-----------------------------------|----------------------------|-----------------------------|

Project Information

- 9. Project Title** Uke Can Do It: Ukuleles at the Los Angeles Public Library
- 10. LSTA Funds Requested** \$29,495
- 11. Cash Match & In-Kind** \$12,027
- 12. Total Project Cost** \$41,522
- 13. California's LSTA Goals [from FY 2018-2022 Five Year Plan]** *(Check one goal from the first five goals of the five-year plan that best describes the project)*
- | | |
|---|---|
| <input type="checkbox"/> Goal 1 [equitable access, trusted community space] | <input type="checkbox"/> Goal 4 [technology to deliver information and services] |
| <input type="checkbox"/> Goal 2 [literacy services and learning opportunities] | <input type="checkbox"/> Goal 5 [economic development and workforce innovation] |
| <input checked="" type="checkbox"/> Goal 3 [innovation, creativity, connections and collaboration] | |

Please briefly list other FY 2018-2022 Five Year Plan goals to which your project relates, if applicable.

14. Primary Audience(s) for project *(Select all that apply.)*

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Adults | <input checked="" type="checkbox"/> Low Income | <input checked="" type="checkbox"/> School Age Children |
| <input checked="" type="checkbox"/> Families | <input type="checkbox"/> Non/Limited English Speaking | <input type="checkbox"/> Senior Citizens |
| <input type="checkbox"/> Immigrants/Refugees | <input type="checkbox"/> People with Disabilities | <input type="checkbox"/> Statewide Public |
| <input type="checkbox"/> Intergenerational Groups
(Excluding Families) | <input type="checkbox"/> People with Limited Functional
Literacy | <input type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Library Staff , Volunteers and/or
Trustees | <input type="checkbox"/> Pre-School Children | <input type="checkbox"/> Unemployed |
| | <input type="checkbox"/> Rural Populations | <input checked="" type="checkbox"/> Urban Populations |
| | | <input checked="" type="checkbox"/> Young Adults and Teens |

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY

Describe how this project was identified as a need (include supporting data and statistical information), how it relates to your library's strategic plan or other local planning documents, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Your summary should relate to activities in the timeline (Element 4).

UKE CAN DO IT will expand a successful 2015-16 LSTA grant at the Wilmington Branch of the Los Angeles Public Library, that put ukuleles in the hands of children and teens in our community. Staff used the ukuleles for class instruction, and also used grant fund to purchase print and audiovisual materials to encourage patrons to learn to play the instrument (Witteveen, 2015). The project addressed a need for more arts and music education programming, given that only 35 of Los Angeles's 700 public schools had an "A" rating for meeting state mandates for arts education (Menezes, et al, 2015). At the same time, a local needs assessment survey completed by 112 patrons at the Wilmington Branch demonstrated that patrons wanted more children's arts programs than any other type of program. Thus, with your help, we launched UKE CAN DO IT, providing free musical instruction to students with limited access to it in their schools. To date, the Wilmington Branch has circulated its instruments more than 130 times, and hosted four multi-class sessions with 38 students.

While we targeted school-age children with our first grant, in expanded form, the new project will draw on the instrument's appeal and facility of use to learners of all ages. Also, many of the characteristics of the community of Wilmington apply to other neighborhoods served by the Library. For example, there are many patrons from low-income households (21% of the city's population lives below the poverty line) who likely cannot afford to purchase their own instrument. The instrument's popularity with other populations, such as seniors (Gehr, R., 2011, Lee, W., 2016, and Sluizer, J., 2016), and teens (Hutchins, 2015) makes this a project with appeal to users young, old, and inbetween.

With a new grant, we will circulate a set of 4 ukuleles at 13 libraries including Central Library. Participating libraries will also receive supporting recreational and instructional print and audiovisual materials, and we will train staff and volunteers at these sites so that they can present ukulele programming to Library patrons of all ages. Also, your grant will provide a class set of instruments for all seven regions served by the Library, so librarians at any of our 73 citywide locations can borrow ukuleles for classes and programs.

UKE CAN DO IT advances the Library's commitment to providing "free and easy access to information, ideas, books and technology that enrich, educate and empower every individual in our city's diverse communities.," Music enriches all cultures, and now that recent research illustrates that learning to play music positively impacts academic performance and building confidence among music learners, this project will empower participants to develop a skill and the pride that comes with learning to play an instrument.

The program will be successful when people who participate agree that UKE CAN DO IT:

- Provided access to musical instruction that they would not otherwise have;
- Increased their confidence and sense of self-accomplishment after participating in classes and training; and
- Offered their community increased access to fun music programming.

ELEMENT 3: PARTNERSHIPS

Please list all formal partners for your project here. Please attach (under Element 7) a copy of your signed agreement with each partner, which outlines the role the partner will play and the resources the partner will contribute. Attach a separate sheet if necessary.

Partner Name	Organization Type (see instructions for valid entries)	Legal Type (see instructions for valid entries)	Role on Project	Resources That Partner Will Contribute (materials/funds/staff)

Please list informal partners here - organizations that support your project but with whom you have no formal project agreement in place. Describe how their contributions will help achieve the project's outputs and outcomes. Attach letters of support under Element 7.

There are no formal partners for UKE CAN DO IT, but we expect Library staff to establish informal partnerships with existing community partners such as LA'S BEST, the Los Angeles Unified School District's official afterschool program organization, and other agencies such as Senior Centers, Recreation Centers, and Early Childhood Education Centers. These partners represent a built-in audience of participants with whom local library branches may collaborate for mutually beneficial programs. As the number of programs hosted is one of the project's outputs, these partners will provide opportunities to expand the project beyond the Library.

ELEMENT 4: PLANNING AND EVALUATION

Please answer each area concisely and completely. For section A-F limit responses to four pages.

A. Project Intent (Check **only one** that best describes the project)

Lifelong Learning: Improve users' knowledge or abilities beyond basic access to information

- ☐ Improve users' formal education
- ☒ Improve users' general knowledge and skills

Information Access: Improve access to information

- ☐ Improve users' ability to discover information resources
- ☐ Improve users' ability to obtain and/or use information resources

Institutional Capacity: Add, improve or update a library function or operation to further its effectiveness

- ☐ Improve the library workforce
- ☐ Improve the library's physical and technology infrastructure
- ☐ Improve library operations

Employment & Economic Development: Improve users' ability to apply information that furthers the status of their jobs and/or businesses

- ☐ Improve users' ability to use resources and apply information for employment support
- ☐ Improve users' ability to use and apply business resources

Human Services: Improve users' ability to apply information that furthers their personal, family or household circumstances

- ☐ Improve users' ability to apply information that furthers their personal, family, or household finances
- ☐ Improve users' ability to apply information that furthers their personal or family health & wellness
- ☐ Improve users' ability to apply information that furthers their parenting and family skills

Civic engagement

- ☐ Improve users' ability to participate in their community
- ☐ Improve users' ability to participate in community conversations around topics of concern

B. Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).

UKE CAN DO IT will deliver ukulele instruments and music instruction and programming to Los Angeles Public Library patrons of all ages of all ages. In doing so, people who might not otherwise have access, can borrow instruments, and participate in music classes and fun programs at the Library.

C. Anticipated Project Outputs – Quantitative measures of services and/or products to be created/provided.

- 80 Library staff members and volunteers will attend 4 UKE CAN DO IT staff training workshops, and subsequently present 13 ukulele programs to 200 patrons at libraries across the city of Los Angeles
- 70 Library patrons will complete one of 7 multi-session and expert-led ukulele workshops
- Circulate 52 ukuleles (4 instruments x 13 libraries) a minimum of 300 times, as well as add 500 supporting instructional books and educational and recreational DVDs and CDs to the collections of the 13 participating libraries.
- Supply "class sets" of 10 ukuleles and accessories x 7 Library regions (70)
- 2000 flyers, 13 social media posts, and 3 blog posts produced to promote program by Public Relations staff

D. Outcomes. Please select one or more of the outcomes provided by the State Library (see Instructions) that relate to the primary Five Year Plan goal that you selected in Element 1

Primary Five Year Plan goal 3: California Libraries inspire, support, and engage in innovation, creativity, connections and collaborations in their communities.

Outcome 3a: Californians innovate through their library.

Outcome 3b: Californians create through their library.

UKE CAN DO IT will focus on empowering motivated library users to learn a musical instrument and engage in a

creative activity. For some users, this may translate into having the confidence to pursue further musical or other creative activities. For others, it may be the first time they have had access to music education. We hope that everyone who participates in UKE CAN DO IT feels confident in their general ability to learn, and feels part of a larger shared community activity. The cultural enrichment offered by musical programming, for other users, will be a positive result of the project.

E. Briefly describe how this project will be financially supported in the future, should it prove successful.

This project can be continued with the support of the Library Foundation of Los Angeles, which is the Library's fundraising partner that supports numerous system-wide initiatives, or at the branch level by Friends of the Library groups.

F. Activities. What activities will be used to accomplish your project and achieve your outcomes? Per IMLS, Activities are actions through which the Intent (Element 4A) of a project is accomplished and which account for at least 10% of the total amount of resources committed to the project. IMLS has identified 4 types of Activities and associated Modes (methods by which the Activity is carried out) Select all that apply to your project and provide descriptions for each.

1. ☒ **Instruction** - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. *(Check all that apply and provide a description including whether the format will be in-person, virtual, or both)*
 - ☒ Program - Formal interaction and active user engagement (e.g., a class on computer skills).
 - ☒ Presentation - Formal interaction and passive user engagement (e.g., an author's talk),
 - ☐ Consultation - Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units, or organizations.
 - ☐ Other

Description: UKE CAN DO IT will produce 4 staff training workshops (Programs) for Library staff and volunteers. For training, we will target staff and volunteers at the 13 locations with circulating ukuleles to give them the skills and confidence to host music programming at their libraries. To evaluate staff training, we will administer a post-training survey to measure if participants developed the confidence to present a program and, intend to apply what they learned during a public program at their library. UKE CAN DO IT will also deliver a minimum of 7 multi-session ukulele instructional workshops as well as at least 13 individual staff-led workshops and events (Programs and Presentations). These programs will take place in each region of the city that the Library serves so that Library users can have fun playing with instruments through programs such as ukulele storytimes and one-off introductory ukulele workshops. In multi-session workshops, patrons will learn the basics of playing the ukulele in a more formal instructional setting. Staff will administer post-program surveys to assess if participants learned something new, have confidence in what they learned, intend to apply what they have learned, have increased awareness about library resources, and that they plan to use those resources in the future. For all program and presentations, staff will measure attendance using sign-in sheets, and the project coordinator, Marc Horton, will manage program purchases.

2. ☒ **Content** - Involves the acquisition, development, or transfer of information and how information is made accessible. *(Check all that apply and provide a description including whether the format will be physical, digital, or both)*
 - ☒ Acquisition - Selecting, ordering, and receiving materials for library or archival collections by purchase, exchange, or gift, which may include budgeting and negotiating with outside agencies (i.e. publishers, vendors) to obtain resources. May also include procuring software or hardware for the purposes of storing and/or retrieving information or enabling the act of experiencing, manipulating, or otherwise interacting with an information resource.
 - ☐ Creation - Design or production of an information tool or resource (e.g., digital objects, curricula, manuals). Includes digitization or the process of converting data to digital format for processing by a computer.

- ☐ Description - Apply standardized descriptive information and/or apply such information in a standardized format to items or groups of items in a collection for purposes of intellectual control, organization, and retrieval.
- ☒ Lending - Provision of a library's resources and collections through the circulation of materials (general circulation, reserves). May also refer to the physical or electronic delivery of documents from a library collection to the residence or place of business of a library user, upon request.
- ☐ Preservation - Effort that extends the life or use life of a living or non-living collection, the individual items or entities included in a collection, or a structure, building or site by reducing the likelihood or speed of deterioration.
- ☐ Other

Description: ACQUISITION: The project manager will oversee acquisition of all musical materials (ukuleles, strings, tuners, cases, music stands, and other supplies) from the approved vendor, who will be supplying all materials at wholesale prices. The project manager, after consulting with other librarians who have run ukulele programs at other institutions, will put together a list of titles of desired instructional books & DVDs, and recreational music on CD for adults and children, to be acquired by the library and added to the participating branches' collections for reference and circulation. Items will be purchased through the library's Acquisitions department through formal, approved vendors.

LENDING: Circulating kits, including a ukulele, a case, an instructional book, and a tuner, shall be created. A lending policy will be enacted, after consulting with libraries who have lending ukuleles, to determine best practices, as well as consulting with participating branch staff to outline lending protocols.

Much of these protocols will have been established from the work done for the previous grant project at the Wilmington Branch for their 2015-16 LSTA Project.

3. ☐ **Planning & Evaluation** - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. *(Check all that apply and provide a description including whether the format will be in-house or third-party)*
- ☐ Retrospective - Research effort that involves historical assessments of the condition of a project, program, service, operation, resource and/or user group.
 - ☐ Prospective - Research effort that projects or forecasts a future condition of a project, program, service, operation, resource, and/or user group.

Description:

4. ☐ **Procurement – May only be used for projects with an Institutional Capacity Intent (see Element 4A).** Includes acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description:

Activity	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Consult with other libraries with ukulele collections to streamline practices	x	x	x									
Discuss cataloging options with IT and Acquisitions Staff	x	x	x									
Develop list of collection books, DVDs and CDs, working with Acquisitions	x	x	x									
Establish fund with Library Foundation to administer grant fund	x	x										
Identify and recruit teachers and performers for classes and trainings	x	x	x	x								
Develop lending policies with participating branches	x	x	x	x								
Purchase materials when funds are available		x	x	x								
Schedule classes and trainings to take place beginning in January		x	x	x	x							
Work with Outreach and Public Relations staff to begin promotion of project			x	x	x							
Process and put circulating kits and class sets of instruments together			x	x	x	x						
Get print and audiovisual collection items ordered and processed			x	x	x	x						
Get print/AV collection out to branches					x	x	x					
Get first programs and classes promoted online and at participating branches						x	x	x				
Begin presenting trainings for LAPL staff and volunteers						X	x	x	x			
Begin hosting multi-session classes for each library regional area							x	x	x	x	x	
Begin hosting individual programs at participating branches							x	x	x	x	x	
Outreach and branch-led programs with informal partners										x	x	x

ELEMENT6: BUDGET

The budget should clearly identify the amounts requested and from what sources.

Budget Category	LSTA	Cash Match & In-Kind	Total
Salaries/Wages/Benefits			
Project Manager (200 hours X \$36.22 hourly wage)	\$0	\$7,244	\$7,244
Branch Administrative Clerk Staff (128 hours X \$25.73)	\$0	\$3,293	\$3,293
Acquisitions Staff (12 hours X \$36.22)	\$0	\$435	\$435
Public Relations Staff (12 hours X \$36.22)	\$0	\$435	\$435
Project Assistant Librarians (16 hours X \$36.22)	\$0	\$580	\$580
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$11,987	\$11,987
<p>Description: Project Manager will contribute 200 hours staff time over the period of the grant to schedule grant-related programs, assist with trainings, procure materials, and prepare project assessment and reports. Branch Administrative Clerk Staff at the 13 participating branches, as well in the Branch Library Services department, will contribute 128 hours over the grant period to assist with processing materials, scheduling trainings and events, and attending trainings. Acquisitions staff will contribute 12 hours to help acquire the print and audiovisual collection materials for participating branches. Public Relations Staff will contribute 12 hours to prepare Social Media, print and online promotion of events related to the grant. Project Assistant Librarians will present 16 hours of in-kind trainings and workshops for LAPL staff and volunteers.</p>			
Consultant Fees			
Ukulele Multi-session Class Teachers for 7 library regional areas	\$7,000	\$0	\$7,000
Ukulele Single program presenters for 13 participating branches	\$3,250	\$0	\$3,250
Ukulele Staff training presenters (See description)	\$1,000	\$0	\$1,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$11,250	\$0	\$11,250
<p>Description: For the project, participating branches will host a single one-off program or presentation, ranging from a ukulele storytime with caregivers and young children, to an informal beginning introduction to ukulele for all ages (13 x \$250 = \$3250). Also, each library regional area will host a multi-week instructional class (7 X \$1000 for 4 week session = \$7000). These presentations and programs will be led by experts from the LAPL instructors list, and other sanctioned instructors as needed. The standard LAPL instructor rate of \$250 per 45-60 hour rate shall be paid. Two 90-minute LAPL staff trainings will be presented (2 X \$500 = \$1000).</p>			

Budget Category	LSTA	Cash Match & In-Kind	Total
Travel			
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Description:			
Supplies/Materials			
Ukulele Materials Collection: Books (see description)	\$4,108	\$0	\$4,108
Ukulele Audiovisual Materials Collection: CD/DVD (see description)	\$2,392	\$0	\$2,392
Circulating Ukuleles (Ohana SK-10) (52 x \$35 + tax)	\$1,993	\$0	\$1,993
Circulating Uke Kit Sturdy Cases (52 x \$15 + tax)	\$854	\$0	\$854
Extra set of strings for each circulating ukulele (52 x \$5 + tax)	\$285	\$0	\$285
Tuners for all ukuleles (122 x \$7.5 + tax)	\$1,002	\$0	\$1,002
Music Stands (40 x \$5 + tax)	\$221	\$0	\$221
Supplies for processing & labeling (see description)	\$208	\$0	\$208
Storage carts for uke sets (1 cart each for 7 areas x \$75 + tax)	\$525	\$0	\$525
Books for inclusion in Circulating Kits (52 x \$6)	\$312	\$0	\$312
Student Ukuleles for Class sets (Ohana SK-10S) (70 x \$31 + tax)	\$2,376	\$0	\$2,376
Simple cases for Class Set Ukuleles (70 x \$9 + tax)	\$690	\$0	\$690
Tabletop shelves for Circulating Uke displays (13 x \$23 +tax)	\$329	\$0	\$329
In-house promotional printing (2000 x \$.02/page for flyers)	\$0	\$40	\$40
Subtotal	\$15,295	\$40	\$15,335
Description: Materials collection will be \$4108 (\$316 including tax & processing x13 participating branches) for books, and \$2392 (\$112 including tax & processing x 13 branches for CDs = \$1456, + \$72 includ. tax & proc x 13 branches for DVDs = \$936) for Audiovisual materials. Supplies will be for labeling and processing the Ukuleles for circulation and general use, and will total \$208 for the following: plastic tags (2x \$12 each=\$24), plastic ties (2x \$8=\$16) address labels (\$14), book tape (3x \$16 each=\$48) card stock (\$16), extra batteries for tuners (5x \$9 each=\$45) name tags for students (\$5), notebooks for students (8 packs x \$5 each=\$40). LAPL will contribute access to printing of promotional materials. Sales tax is factored at local rate of %9.5 for musical equipment and accessories, and general rate of %10 for materials purchased online (tabletop shelves & storage carts). Sales tax is included in the prices listed for processing and labeling materials, which will be ordered through regular vendors.			

Budget Category	LSTA	Cash Match & In-Kind	Total
Equipment (\$5,000 or more per unit)			
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Description:			
Services			
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Description:			

Project Total	\$26,545	\$12,027	\$38,572
Indirect Cost Rate Applied 10 % Indirect Cost	\$2,950	\$0	\$2,950
Check one: <input type="checkbox"/> No Indirect <input type="checkbox"/> Federally negotiated indirect cost rate * <input checked="" type="checkbox"/> Indirect proposed cost rate * * please attach supporting documentation if required			
Description: Fee of 10% of LSTA Award Total by Library Foundation of Los Angeles for administrative costs.			
Grand Total	\$29,495	\$12,027	\$41,522

ELEMENT 7: ATTACHMENTS

If you have additional resources that support your grant, please attach after this page

ELEMENT 8: INTERNET CERTIFICATION

Check the Appropriate Library Type

☒ Public Library ☐ Academic ☐ K-12 ☐ Multi-Type ☐ Special/Other

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (*check only one of the following boxes*)

A. ☐ **An individual applicant that is CIPA compliant.**

The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.

B. ☐ **Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.**

All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.

C. ☒ **Not Subject to CIPA Requirements.**

The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

LIBRARY DIRECTOR SIGNATURE

I have read and support this LSTA Grant Application.

Library Foundation of Los Angeles

Library/Organization

Kenneth Brecher

Library Director Name

Library Director Signature

Uke Can Do It: Ukuleles at the Los Angeles Public Library

Project Name

President

Title

May 25, 2018

Date

GRANT MONITOR SIGNATURE

I have read and approve this LSTA Grant Application.

Grant Monitor Name

Grant Monitor Signature

Date

UKE CAN DO IT! Ukuleles at the Los Angeles Public Library – REFERENCES

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